

ABSTRACT OF THE DISCLOSURE

A liquid crystal display device driving method wherein pixel signals are supplied to corresponding arrays (each having 6 switches) of a data driver through pixel signal lines with 6 pixel signals of 12 pixel signals as one block. Any set of pixel signals consist of pixel signals having a polarity opposite to that of the pixel signals and pixel signals having a polarity identical to that of the pixel signals. A scanning circuit of the data driver supplies ON/OFF control signals overlapping one another in terms of time between a before block and an after block to the switch arrays. The switch arrays are successively turned ON to apply the pixel signals of blocks to corresponding data lines, respectively. Then, the pixel signals are sampled during turn-OFF of the switch arrays to be held in floating capacities of the data lines, respectively.